



# thecollegian

INDEPENDENT VOICE FOR KANSAS STATE UNIVERSITY

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www.kstatecollegian.com

## White House reveals plan to inhibit campus sexual assault

By JON PARTON  
THE COLLEGIAN

One in five female students reading this will be the victim of sexual assault or attempted sexual assault in college, according to a 2007 study by the National Institute of Justice.

The White House announced new guidelines, supplemented by DOJ's study, on Tuesday meant to pressure public universities to do more to prevent sexual violence and help the victims of that violence.

On Thursday, the Department of Education divulged the names of 55 colleges currently being investigated for violating Title IX with regards to sexual assault on campus. Title IX prohibits public universities from discriminating against individuals based on gender.

Although K-State is not under investigation, the new guidelines suggested by the "Not Alone" report will apply to the school.

About 75 percent of female

victims know the attacker, Valerie Jarrett, senior adviser to President Barack Obama and chair of the White House Council on Women and Girls, said in a conference call Thursday.

Jarrett said she listened to a survivor of sexual assault during the course of the task force's three-month investigation.

"As a mom, all I could think about was, 'What if it was my daughter?'" Jarrett said.

Among its recommendations, the White House wants colleges to conduct campus climate surveys about sexual assault to determine how serious the problem is for the specific school.

Lynn Rosenthal, senior White House adviser on Violence Against Women, said the task force created a tool kit for universities to use in developing their own surveys. The problem of underreporting sexual assault on campus is common, according to Rosenthal.

"Individual schools really don't know the extent of the problem on campus," Rosenthal said. "The school can use the survey to

develop their own policy (for sexual assault reporting)."

If proven successful, the White House might recommend the survey be required of all universities by 2016.

Rosenthal said schools should be allowed to have confidential resources, like counselors, that sexual assault victims can talk to without being forced to report the incident. Many victims want to come forward, but are too afraid of being pulled into legal action, according to Rosenthal.

"We recognize the need for survivors to talk to someone on the front end," Rosenthal said.

Tony West, associate attorney general for the Department of Justice, said universities needed to adopt a holistic approach in order to combat sexual assault crimes. He said too much focus has been placed on women and self-defense and not enough on men's behavior. "We need to shift our thinking," West said. "We need to teach men and women how to become active bystanders."

Jarrett said men need to play

a larger role in reducing sexual assaults on campus, especially by intervening when they see it happening.

"We need men to step up at every phase," Jarrett said.

The task force's report also calls upon the government to be more transparent with its efforts to enforce the law. As part of that effort, the group has set up the website notalone.gov.

A set of public service announcements were also released this week. The PSAs feature the president, vice president, and celebrities such as Steve Carrell and Daniel Craig calling on men to stop sexual assaults from happening.

Jarrett said that although the group was set up to address female victims, they also recognize male and LGBT victims.

"Title IX covers LGBT students," Jarrett said. "We want people to know this covers all communities."

Ameerah McBride, deputy Title IX coordinator for K-State, said she could not offer any comment on the task force's report.

## Manhattan, K-State area news updates

By KAREN SARITA INGRAM  
THE COLLEGIAN

### Two slain officers to be honored at Kansas Law Enforcement Officers Memorial Day

The 32nd annual Kansas Law Enforcement Officers Memorial Day ceremony will start today at noon in the Statehouse. Gov. Sam Brownback will add the names of two law enforcement officers from Kansas history to the memorial, who were killed in the line of duty to honor their sacrifice.

The law enforcement being honored are Officer Samuel B. McLemore of the Fort Scott Police Department, who was shot and killed as he tried to arrest two suspected train robbers on Jan. 23, 1892, and Motorcycle Patrolman James M. Karr, Jr., who was shot and killed while in pursuit of a speeding car on July 10, 1916.

The memorial currently contains the names of 271 Kansas law enforcement officers killed in the line of duty. Brownback ordered flags to be flown at half-staff today in remembrance of their service.

### New Party Pit to give Country Stampede close access to performers

This year's Kicker Country Stampede event is featuring tickets that offer closer access to favorite performers onstage. The Party Pit is a standing-room-only section of the audience located right by the stage. Tickets for the Party Pit are very limited and sold per artist instead of per day to allow concert-goers to choose which artists they would like to see up close. Admission tickets are required to purchase a Party Pit ticket.

The music festival runs from June 27-29. Performers this year include Luke Bryan, Eric Church, Randy Houser, Easton Corbin and more. For more information on tickets visit [countrystampede.com](http://countrystampede.com).

### Local filmmaker to screen new movie at MAC

The Manhattan Arts Center will be showing a special screening of the 2014 independent film "Wichita" on May 10 at 8 p.m. "Wichita" is about the secrets and conflicts between a drifter, a fugitive, a bounty hunter and other characters who collide in the small cow town of Wichita in 1882. After the screening, audience members will have a chance to meet writer and director Nicholas Barton, K-State alumnus, as well as other members of the cast and crew. Tickets are \$10. For more information or to purchase tickets contact the Manhattan Arts Center, 1520 Poyntz Ave., at 785-537-4420.

Though the film is not yet rated, it is not recommended for children due to violence, adult content and brief nudity.

### The Graduate School announces final doctoral dissertations

The final doctoral dissertation of Harshi Manawadu, titled, "Design of a Nanoplatfrom for Pancreatic Cancer," will be held May 7 at 2 p.m. in the Chemistry/Biochemistry Building, room 209.

The final doctoral dissertation of Philip Omunga, titled, "Assessing Plans that Support Urban Adaptation to Changing Climate and Extreme Events Across Spatial Scales," will be held May 16 at 10 a.m. in Seaton Hall, room 106C.

## End of semester translates into more pets, fewer owners in Manhattan

By MARIA PENROD  
THE COLLEGIAN

When Lucille Sadlon first bought her betta fish, she didn't consider who would care for her little blue pet when she traveled home to Chicago at the end of each semester.

"This is the first time I've made a bad decision about animals," Sadlon, sophomore in architecture, said. "I got him and just assumed I would find someone to take care of him over breaks."

Her predicament is a common one for many college students. Dr. Lisa Pohlman, veterinarian and president of the Riley County Humane Society, said there is generally an increase in the requests to surrender animals to the humane society at the end of each academic year.

"What concerns me the most is the increase in animals that are just abandoned, either by leaving them outside to fend for themselves, or by leaving them in the home for the landlord to find, hopefully in time to save their lives before they starve or die of dehydration," Pohlman said. "The latter is not common, but it occurs at least a few times a year. It just shouldn't happen at all."

Students who live in the residence halls, like Sadlon, are required to take their pets home over breaks or find other arrangements. Sadlon said she decided to take her betta fish, Matteo, home to Chicago.

"Since my parents are driving here, I am going to put him in a little container and drive the 600 miles home," Sadlon said.

Brooks Hetle, residence coordinator at Goodnow Hall, said that if any pets are left behind by students and found by hall staff, they help the student make arrangements for the break. Sometimes they aren't able to catch the left-behind pets before students leave, Hetle said.

"If there was a pet we didn't catch, we would try to find a staff member that could take care of the animal over break," Hetle said. "We don't want any harm to come to the pet."

If that were to happen, Hetle said that a hall staff member would have a conversation with the student about the pet policy.



MARIA PENROD | THE COLLEGIAN

Lucille Sadlon, sophomore in architecture, watches her betta fish Matteo in her residence hall room. Sadlon said she plans to take Matteo home over summer break, instead of finding someone to care for it.

CONTINUED ON PAGE 6, "PET"

### INSIDE

### SOCIAL MEDIA

### WEATHER



3 Wildcats look to rebound in Fort Worth



6 Facebook ads cause students annoyance

### Poll Results

Swimming is the most popular summer activity for K-State students, followed by sleeping in, tanning and staying indoors (tie), and playing video games.



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### Saturday:



High: 79 F  
Low: 53 F

### Sunday:



High: 84 F  
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12 Commo-tion  
13 "Ameri-can —"  
14 Came down  
15 Undue haste  
17 Olin or Horne  
18 Tittle  
19 Hardly snug  
20 Cash  
22 Prosper-ous time  
24 Iowa city  
25 Fair  
29 — and outs  
30 Engaged in banter  
31 Coach Parsegh-ian  
32 Letters  
34 Greek conso-nants  
35 State with certainty

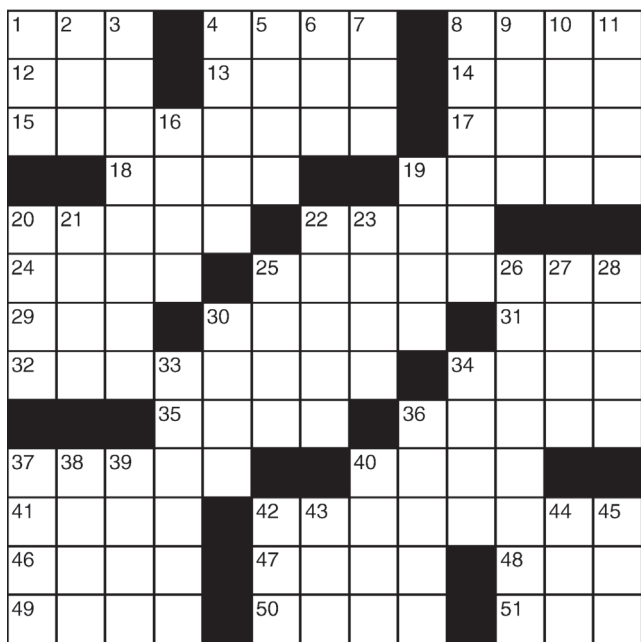
**36** Cutesy farewells  
**37** Wood-shaving tool  
**40** Ms. Brock-ovich  
**41** Deposited  
**42** Profes-sion  
**46** "— par-tridge ..."  
**47** Grooving on  
**48** Neptune's realm  
**49** Conan of NPR  
**50** Sheepish remarks?  
**51** Pigs' digs

**2** Greek peak  
**3** Snoop's trait  
**4** Tangy, like some mouth-wash  
**5** Notion  
**6** Decks in the ring  
**7** Golfer Ernie  
**8** Deli offering  
**9** Couturier Cassini  
**10** White House section  
**11** Go nowhere  
**16** Weeding needs

**19** 007  
**20** Hurt severely  
**21** Old Dodge model  
**22** One of a tub trio  
**23** Raw rocks  
**25** Inlet  
**26** Enormity  
**27** Met melody  
**28** Glas-wegian gal  
**30** Jazz jargon  
**33** Flip-flop  
**34** Liniment target  
**36** Small combos  
**37** Blueprint  
**38** Kent co-worker  
**39** Verdi opera  
**40** "Cómo —usted?"  
**42** Clothes protector?  
**43** Italian article  
**44** Collection  
**45** Opinion

**Solution time: 25 mins.**

C	R	A	B	P	E	P	S	P	A	M
L	U	R	E	O	A	R	T	A	D	A
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Letters may be rejected if they contain abusive content, lack timeliness, contain vulgarity, profanity or falsehood, promote personal and commercial announcements, repeat comments of letters printed in other issues or contain attachments.

The Collegian does not publish open letters, third-party letters or letters that have been sent to other publications or people.

## CORRECTIONS

If you see something that should be corrected or clarified, call managing editor Jena Sauber at 785-532-6556 or email [news@kstatecollegian.com](mailto:news@kstatecollegian.com).

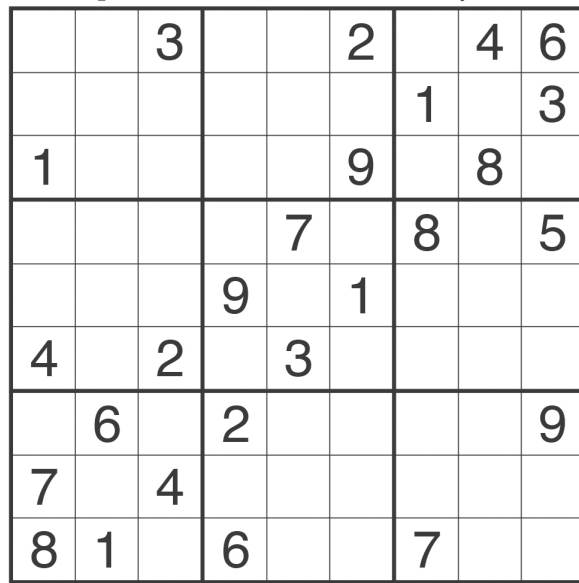
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## Legend of Gannon By Gannon Huiting



## Conceptis Sudoku

By Dave Green



Difficulty Level ★★★★★

5/02

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5-2

## CRYPTOQUIP

S M B B R E S H M I C O B V S V I E C  
U I D B Q H M B X M X Q S M P M I  
T V E P B M H , T O D I H B E M H U H R M C ,

“ B R T M B V S M B G H I G M E ! ”  
**Yesterday's Cryptoquip:** AS PART OF HIS ORAL HYGIENE PRIOR TO PERFORMING, THE TRUMPET PLAYER USUALLY USES TOOT-PASTE.  
Today's Cryptoquip Clue: V equals O

## THE BLOTTER ARREST REPORTS

Tuesday, April 30

**Melanie Eileen Ramsey**, Topeka, was booked for misdemeanor theft. Bond was listed at \$5,000.

**Dillon James Short**, 2000 Hayes Drive, was booked with burglary of a dwelling, felony and misdemeanor theft, felony obstruction of the legal process and making false writing. Bond was listed at \$10,000.

## The Weekly Planner

Friday, May 2

**Tenth Annual Apparel, Textiles, and Interior Design Student Symposium**  
Banquet Room, K-State Alumni Center  
10 a.m.

**Royal Purple yearbook signing: Bill Snyder**  
Bosco Student Plaza  
Noon to 1 p.m.

**Wild West Swing Dance Night**  
West Hall  
8-10 p.m.

**UPC Film: "I, Frankenstein"**  
Forum Hall, K-State Student Union  
8 p.m.

**K-State After Hours Fire and Ice Cream**  
*Rain backup: K-State Student Union Courtyard*  
Bosco Student Plaza, K-State Student Union  
8 p.m.

Saturday, May 3

**K-State Annual Drumline Mini Camp: Jeff Moore Guest ClinicianArts**  
McCain Auditorium  
9 a.m. to 4 p.m.

**"The Importance of Being Earnest" by Oscar Wilde**  
Mark A. Chapman Theatre, Nichols Hall – 7:30 p.m.

Sunday, May 4

**University Ensembles: Wind Ensemble and Wind Symphony**  
McCain Auditorium  
7:30 p.m.

**UPC Film: "I, Frankenstein"**  
Forum Hall, K-State Student Union  
8 p.m.



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# BatCats hope to hop out of last place

By SPENCER LOW  
THE COLLEGIAN

**BASEBALL** As the 2014 season nears its close, the baseball team will hope to hop out of last place in the Big 12 as they travel to Fort Worth, Texas for a weekend series against No. 22 TCU.

With 10 games remaining in their season and nine in conference play, K-State (23-22, 4-11 Big 12) is fighting to get out of ninth place in the Big 12, as just the top eight teams play in the Big 12 Tournament in May. After finishing first in the league last season, the Wildcats are nowhere close to where they wanted to be before the year started. However, a strong finish would at least earn them some extra games.

TCU (31-13, 10-5 Big 12) may prove to be one of the toughest teams on the Wildcats' schedule this year, led by their stellar pitching. The Horned Frogs' pitching staff has a 2.92 ERA this season, which is third-best in the Big 12.

Friday night's matchup will pit K-State sophomore Levi MaVorhis (5-5, 3.62 ERA) against the Horned Frogs' ace and one of the top pitchers in the Big 12 Brandon Finnegan (7-2, 1.50 ERA).

Saturday's starters will be for Jordan Floyd (0-1, 5.60 ERA) K-State and Preston Morrison (6-3, 1.42 ERA) for TCU.

Sunday will be a matchup between K-State freshman Nate Griep (3-4, 3.50 ERA) and Tyler Alexander (5-3, 2.52 ERA).

K-State's offense has been paced all season by senior second baseman Ross Kivett, who leads the team in batting average (.339), on-base percentage (.452), doubles (10), stolen bases (19), total bases (79) and is tied for the team lead with three home runs as he prepares to put the final notes on his K-State career.

Ranking second in on-base percentage and slugging is desig-



**Ross Kivett**, senior infielder, looks towards the ball as he rounds second base during the matchup against Baylor on April 18 at Tointon Family Stadium.

nated hitter Tanner DeVinny, who has enjoyed a solid freshman campaign for the Wildcats. DeVinny has been especially stellar in Big 12 play, where his .349 average is third in the conference, while his

.628 slugging percentage and .472 on-base percentage against Big 12 teams are both first.

TCU's offense has plenty of threats, starting with Boomer White, who is batting .351 on the

season, and is tied for the team lead with 28 RBIs. The other team leader in that category is Kevin Cron, who is only batting .266, but paces the squad with 13 doubles and four home runs.

## Stanley Cup quarterfinal predictions

By SHELTON BURCH  
THE COLLEGIAN

**HOCKEY** The first round of the NHL playoffs are over. The field is down to eight teams, and already a few favorites to take home the Stanley Cup are emerging.

### The Western Conference

Starting in the Western Conference, the Los Angeles Kings go up against the Anaheim Ducks. Even non-hockey sports fans are likely most familiar with the Kings because they came back in the first round from being down three games to zero to win the series in seven. But goalie Jonathan Quick has been inconsistent, as has the L.A. defense, which explains why they had to come back in the opening round of the playoffs in the first place. Against a better team, I don't see that happening, and Anaheim is a better team.

**My Pick: Anaheim wins series 4-0**

The other series in the west is between Minnesota and Chicago. At the start of the playoffs, I picked Chicago to be eliminated because I didn't think they could hold out while captain Jonathan Toews recovered from injury. But he returned, and Chicago recovered after falling behind St. Louis two games to zero. Chicago came back and ended up winning four-straight games to take the series. The last time they did that was last year, and they won the Stanley Cup. So while Minnesota stands a fighting chance, they are coming off a seven-game series which ended Wednesday night just like the Kings. The combination of fatigue and how Chicago is playing makes me think this will be a short one. I'm thinking Minnesota will steal either game three or four, the first two games scheduled to be played in Minnesota.

**My Pick: Chicago wins series 4-1**

### The Eastern Conference

The Pittsburgh Penguins are set to face off against the New York Rangers. The Rangers won in seven games against against the Philadelphia Flyers. The teams alternated wins, which to me shows the Rangers have what it takes to move on. Pittsburgh was less impressive. In their series against Columbus, Pittsburgh went up against a young team that had never won a playoff game. While Columbus was good and played with a lot of heart, Pittsburgh had enough talent with Sidney Crosby and Evgeni Malkin that they should have been able to easily overpower Columbus.

**My Pick: New York wins series 4-2**

Lastly, the Boston Bruins take on the Montreal Canadiens, in a series that started Thursday night. Montreal swept Tampa Bay in the first round, easily winning the series four games to none. However, I've watched many Boston Bruins games in the weeks leading up to the playoffs, and they are playing a hard-hitting game unlike any I've seen. They seem to intercept every pass in the same zip code as any of their players, and with rare exceptions they outthit who they play. They beat a good Detroit team in the first round as if it were easy, winning that series four games to one. I don't see this series being any different.

**My pick: Boston wins series 4-1**

Shelton Burch is a sophomore in pre-journalism. Send comments to [sports@kstatecollegian.com](mailto:sports@kstatecollegian.com).

## K-State to host Haylett Invitational

By EMILIO RIVERA  
THE COLLEGIAN

### TRACK&FIELD

After two months of meets, the track and field team's season is coming to an end. K-State will host the Ward Haylett Invitational, the first of their two annual home meets, this weekend.

The invitational's namesake is the former Wildcat track and field coach of 35 years.

After an impressive performance last weekend from sophomore thrower Sara Savatovic, the women's team jumped up in the rankings from No. 33 in the nation to

season-high No. 26. This season, the Wildcats had previously reached No. 28 in the ranking two weeks ago.

The men's team took an opposite route in the ranking this week, falling massively. From their No. 50 ranking last week, the Wildcats fell 62 spots to No. 112. This is the lowest the men's team has been ranked all season.

In the individual rankings, the Wildcats are well represented in the women's high jump event. They have both sophomore Alyx Treasure (1.85 meters) and junior Joslyn Barnes (1.81 meters) in the top 15 in the nation, coming in at No. 4 and No. 13 respectively.

Savatovic leads the throwers on the team, coming in ranked No.

5 in the nation with a throw of 65.19 meters. The defending Big 12 champion, etched her fourth career first place finish in the Hammer throw last weekend in Des Moines, Iowa.

After a week of not competing, senior sprinter Carlos Rodriguez will need to continue his recent success. Rodriguez has five first place finishes this year, including having the 38th best 200-meter dash time in nation, with a wind-aided time of 20.83 seconds during the Jim Click Shootout in Tucson, Arizona in April.

The field events will begin promptly at 9:30 a.m., followed by the track events starting at 2:30 p.m. All events will be held at the R.V. Christian Track in Manhattan.

## Wildcats row into Big 12 Championship

By TIMOTHY EVERSON  
THE COLLEGIAN

### ROWING

With their season drawing to a close, the rowing team heads down to Oklahoma City this weekend to race in the Big 12 Championship regatta. The Wildcats look to improve upon last years fifth place finish and possibly dethrone defending Big 12 champion Oklahoma.

The Wildcats come into Oklahoma on a weeks rest preceded by a dominating performance at the Southern Intercollegiate Rowing Association Championship regatta where they grabbed five gold medals and one bronze.

With that success, the 1st Varsity 8 boat was named Big 12 boat of the week. K-State has earned Big 12 boat of the week three out of the four weeks that its been offered.

After K-State competes in Oklahoma City, they have a week off before the Wildcats return to Oak Ridge, Tennessee for the Conference USA Championships May 17.

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"I think they should be able to because in a lot of places there's food available to people ... who don't make the best decisions themselves. So, if ... food costs too much, that can be beneficial to our society."



# K-State named 2014 Friend of the Flint Hills for conservation efforts

By ANTHONY WILLIAMS  
THE COLLEGIAN

The Flint Hills Discovery Center Foundation will recognize K-State for its nature conservation work in the Flint Hills Sunday. K-State will be named the 2014 Friend of the Flint Hills during a private dinner and ceremony on Sunday at the Flint Hills Discovery Center.

K-State's work in conserving the Flint Hills comes from its work in research, public education and public involvement. According to an April 16 K-State press release, more than 31 researchers involved with K-State are studying Flint Hills-related topics ranging from the history of the prairie to grassland ecology.

President Kirk Schulz and first lady Noel Schulz will be at the ceremony to accept the award. Invitations to the private ceremony have also been sent to roughly 120 K-State employees including the deans of eight colleges, administrative officials, staff and faculty who were directly involved with the conservation work. Flint Hills Discovery Center staff and volunteers with connections to K-State have also been invited.

The Friend of the Flint Hills award began in 2012 and recognizes either an

individual, a non-government affiliated organization or a public institution that has had a significant impact. This is the first time that K-State has been named a Friend of the Flint Hills, as well as the first time the foundation has awarded the honor to a public institution. The first two were awarded to individuals.

"In the past years, we have recognized Brian Obermeyer and Jane Koger," said V. Marie Martin, development manager for the foundation.

Obermeyer, who serves as the director of the Nature Conservancy's Flint Hills Initiative, was awarded the honor for his work helping to preserve the biological integrity of the Flint Hills. Koger, a Flint Hills rancher, was recognized for her vision and leadership in Flint Hills preservation.

The event is being funded by the foundation, which is a nonprofit that obtains its funding from other foundations, grants, private donors and individual and corporate donations. According to the foundation's mission statement, the main purpose of the foundation is the preservation and management of the Flint Hill region's tallgrass prairie.

More information on the Flint Hills Discovery Center Foundation and its projects can be found at [flinthillsdiscoverycenterfoundation.org](http://flinthillsdiscoverycenterfoundation.org).



HANNAH HUNSINGER | THE COLLEGIAN

A couple explores the Flint Hills Discovery Center on March 30. The Flint Hills Discovery Center Foundation will recognize Kansas State University as the 2014 Friend of the Flint Hills for its multi-dimensional contributions to the conservation of the Flint Hills and the mission of the discovery center through research, education and engagement activities.

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CAMPUS EAST Apartments. Now leasing for August 2014. One and two-bedroom. One block from KSU, small pets okay, pool, on-site laundry, firstmanagementinc.com. Office located 1401 College Ave. 785-539-5911. ■

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THREE-BEDROOM apartments one block from campus. Laundry on site, available August 1st. 785-537-7810 or 785-537-2255.

THREE-BEDROOM, two bath in newer building. Across the street from city park. Washer/dryer provided. No pets. June 1. 785-539-9800.

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#### 120 Rent-Houses & Duplexes

VERY CLOSE TO Campus. 1811 Elaine. House approximately 2000 sq ft. Five-bedroom two bath. Washer/Dryer. TWO FULLY-applianced kitchens, basement storage. Trash and yard provided by land lord. Available August 1. No pets. Deposit \$1250. Monthly Rent \$1500. 316-210-6312 or email [bbraley9614@cox.net](mailto:bbraley9614@cox.net) •

FOUR-BEDROOM house across KSU sports complex. Washer/dryer hookups, fenced backyard. \$1200/mo. August lease. Emerald Property Management 587-9000

JUNE LEASE, three-bed, one and a half bath, house on main level. All appliances included, two nice big living spaces and nice back deck. 225 Ridge Dr. \$1050/ month. (785) 735-4107 ♦

ONE-BEDROOM duplex, washer/dryer in unit. Close to campus, off-street parking. \$480/month. No pets. 785-341-3493

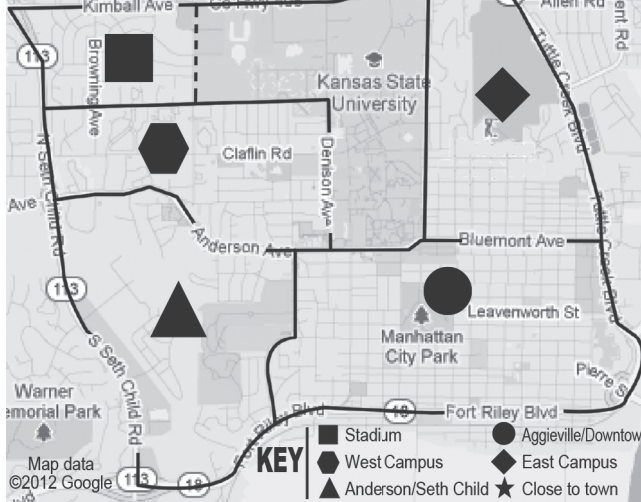
SIX-BEDROOM house, three and one-half baths, two kitchens, two washers/ dryers. Double car garage. Central air-conditioning. Available August 1st. \$2300/month. 537-7138.

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FOUR-BEDROOM house across KSU sports complex. Washer/dryer hookups, fenced backyard. \$1200/mo. August lease. Emerald Property Management 587-9000

JUNE LEASE, three-bed, one and a half bath, house on main level. All appliances included, two nice big living spaces and nice back deck. 225 Ridge Dr. \$1050/ month. (785) 735-4107 ♦

ONE-BEDROOM duplex, washer/dryer in unit. Close to campus, off-street parking. \$480/month. No pets. 785-341-3493

SIX-BEDROOM house, three and one-half baths, two kitchens, two washers/ dryers. Double car garage. Central air-conditioning. Available August 1st. \$2300/month. 537-7138.

#### 120 Rent-Houses & Duplexes

SIX-BEDROOM, three bath. Two kitchens. Washer and dryer, parking, close to campus. 785-539-5800. [www.somer-setmgmtco.com](http://www.somer-setmgmtco.com)

THREE-BEDROOM two bath one car garage duplex available August 1st. Washer/Dryer. Central Air. Fenced back yard, pets negotiable. \$1100 785-539-3070

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TWO-BEDROOM duplex near campus. Washer/dryer in unit with all appliances. \$650/mo. May & June lease available. Emerald Property Management 587-9000

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FEMALE ROOMMATES wanted. Summer, fall/ spring semesters. One block from campus, reserved parking, fully furnished except bedrooms. Large screen TV, laundry, fenced backyard with deck, shared utilities. Rent \$310-335, (847)651-8303

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R O O M M A T E WANTED for room with own bathroom, washer/dryer, dishwasher & off street parking call/text (785) 821-3850

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#### 310 Help Wanted

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GENERAL RANCH help needed. Knowledge of equipment and livestock important. Will work around class schedule. 785-587-5852

#### 310 Help Wanted

KS STATE Bank is hiring for two part-time tellers at our Westloop branch. As a teller you will provide services to clients including checkbook balancing and process and verify transactions while providing exemplary service to our clients and your team members. Responsibilities will also include cross-selling bank products and services. One to two years of previous bank or cash handling experience, moderate computer skills and 10-key proficiency is required. You should have strong customer service abilities, good sales and motivational skills, and present a neat, professional appearance. This is a public contact position; candidates should enjoy and be adept at dealing with the public. You will also demonstrate solid time management, organization and communication skills. Visit [ksstatebank.com/jobs](http://ksstatebank.com/jobs) for more information and to apply. No phone calls or fax submissions. EOE.

NURSERY PLANT MANAGER Blueville Nursery is seeking applications for Nursery Plant Manager. Plant knowledge preferred. Must be able to perform manual labor, 40+ hours a week during busy season. Possibility of benefits. Contact Matt at 785-539-2671 or [mvginal@bluevillennursery.com](mailto:mvginal@bluevillennursery.com) for application; or online at [www.bluevillennursery.com](http://www.bluevillennursery.com). EOE AA M/F/Vet/Disability

SO LONG SALOON & TACO LUCHA are now hiring door guys. Apply in person at 113C Moro.

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PERENNIALS TOWN and Country Garden Club 61st plant sale. Saturday, May 3 from 8 am- 11am. NEW LOCATION 2020 Arthur Drive

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Conceptis Sudoku									By Dave Green								
	4				1	6		5									
9		2															
	7				4											2	
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Difficulty Level ★★

1	4	5	3	8	9	7	6	2
8	3	6	2	4	7	9	5	1
2	7	9	1	5	6	8	4	3
6	2	1	8	7	5	4	3	9
7	9	8	4	2	3	6	1	5
4	5	3	6	9	1	2	7	8
5	8	2	7	1	4	3	9	6
9	6	4	5	3	2	1	8	7
3	1	7	9	6	8	5	2	4

Difficulty Level ★

"Real Options, Real Help, Real Hope"  
Free pregnancy testing  
Totally confidential service  
Same day results  
Call for appointment  
Mon.-Fri. 9 a.m.-5 p.m.  
Across from campus in Anderson Village



# Abundant Facebook ads frustrate followers

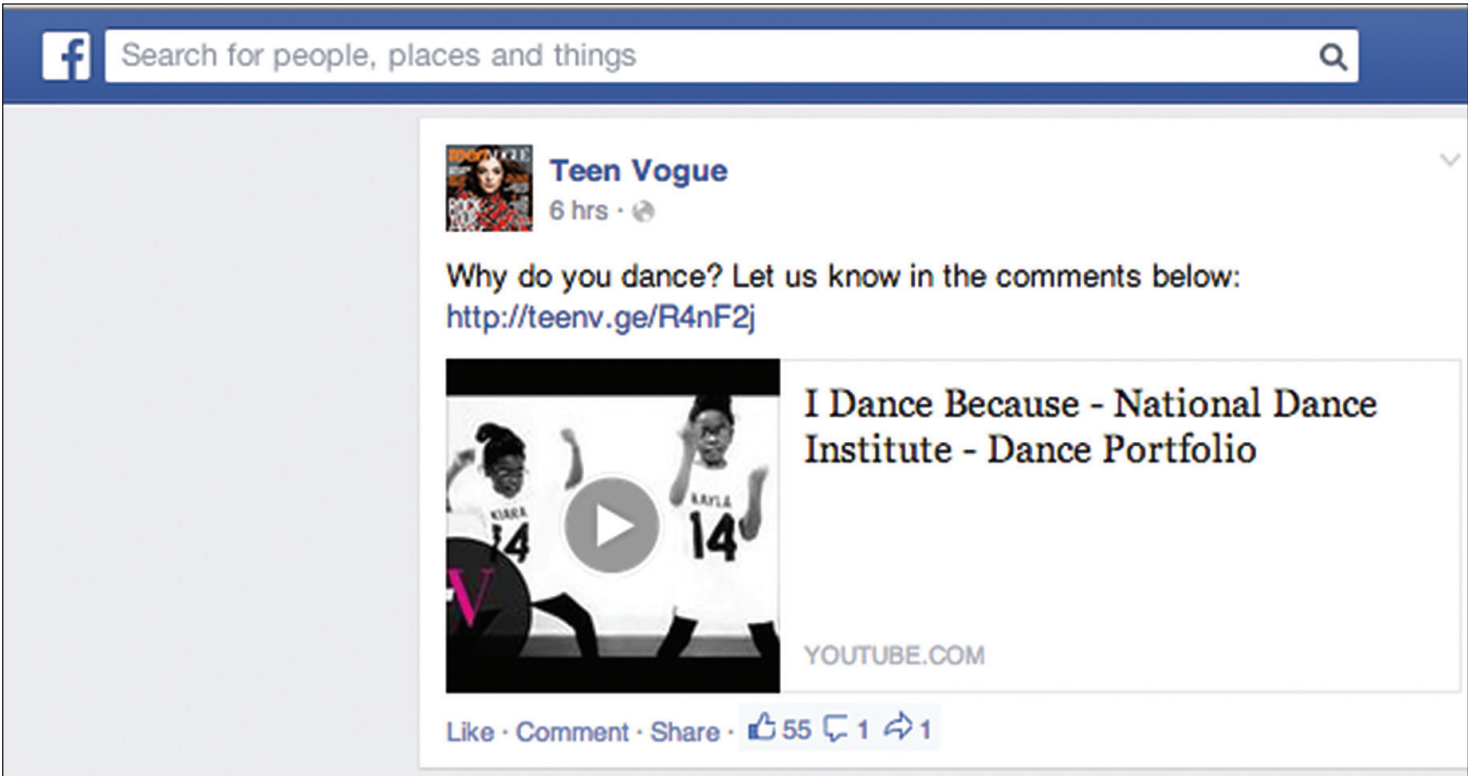
By JAMIE BROND  
THE COLLEGIAN

We live in a world driven by marketing techniques. Advertisements have saturated our environment, and continue to seep into every facet of everyday life – including Facebook. Some may wonder if consumers’ constant exposure to advertisements help or hurt a company’s image, or whether it actually encourages consumers to inquire about products or services from that company.

“They’re annoying. I just want to look at my newsfeed without seeing them everywhere.”

MATT SALTER  
SOPHOMORE  
MILLING SCIENCE AND MANAGEMENT

According to Paul Tassi’s July 1, 2013 Forbes article titled, “Facebook’s Advertising Is Starting To Spiral Out Of Control,” Facebook has over 1 million advertisers pouring money into the property that is our newsfeed. By the end of 2013, Facebook had over 1.23 billion users worldwide, according to a Feb. 4 Guardian article. There is uncertainty about whether or not the advertisements people see when using Facebook are actually beneficial to put on people’s news feeds. Some appear to have the most disdain for Facebook’s video ads. “I don’t really notice the ads,” Madeleine Lett, freshman in



FACEBOOK

As the quantity of Facebook advertisers grow, as does the amount of advertisements that flood user’s newsfeeds. While some find this trend annoying, others in the marketing field say it’s a great opportunity.

pre-professional education, said. “But, I do think that it is annoying when the videos play by themselves, especially when I’m out in public.” Michael O’Laughlin, freshman in finance, said that though he agreed with Lett, he is a little more open about the idea. “I do notice them, but I’ve kind of learned to just pan over them when I’m scrolling down my newsfeed,” O’Laughlin said. “They don’t bug me too much, but it would be a little more convenient if they weren’t there, though.” While Lett and O’Laughlin find video ads to be annoying but avoidable, sophomore in milling science and management Matt Salter said he found them to be completely unnecessary. “They suck,” Salter said. “They’re annoying. I just want to look at my newsfeed without seeing them everywhere.” The ads tend to be most predominant when users log in with a computer rather than a smartphone. “They’re on my newsfeed, but they don’t like pop up and aren’t like banners like they are on other apps,” O’Laughlin said. According to Facebook’s De-

velopers page, anyone can make a Facebook ad and tailor its audience based on age, gender, interests, location and the operating platform. While common users of Facebook may see these ads as an invasion of privacy and feel violated like Salter does, those involved in marketing see this as a very successful technique to reach certain audiences. “I think any type of advertisement on a popular social media site is a smart marketing approach,” Nicholas Strohm, senior in marketing, said. “Millions of people are on Facebook every day, which gives a certain advertisement the opportunity to be viewed by a large amount of people.” Strohm said the advertisements on Facebook do, in fact, bring revenue to the companies that buy up those ad spots. “Any advertisement that is available to millions of people has a higher chance of reaping the benefits,” Strohm said. With a marketing perspective on the topic, it’s easier to understand why Facebook has allowed its newsfeed to become the information super highway’s latest billboard.

## PET | Residence halls, humane society deal with pets left behind by students

CONTINUED FROM PAGE 1

“If they can’t fulfill the responsibilities listed in the pet policy, then they will be asked to remove their pet from the hall,” Hetle said. At the Riley County Hu-

mane Society, Pohlman said she faces a different issue concerning students and their pets. The Riley County Humane Society is a foster-only organization, meaning that animals surrendered to the humane society are placed in

a foster home until they are adopted. “We need time to find placement for animals that are being surrendered to us,” Pohlman said. “All too often people want to surrender their pets ‘now,’ or ‘by tomorrow,’

and that doesn’t give us time to help.” Pohlman said that since many of the humane society’s fosters are students who leave at the end of the school year, the humane society is always recruiting more fosters to

handle the increase in surrendered pets. “It’s like a double whammy, more animals needing help with fewer fosters to place them with,” Pohlman said. Despite the complications

of arranging summer plans for her pet, Sadlon said she likes having Matteo around. “It just makes the dorm feel more homey, like I am coming back to someone,” Sadlon said. “He’s always happy to see me.”

Commemorate your year!

**BILL SNYDER**

Royal Purple Yearbook Signing Party

**MAY 2**

Noon to 1 p.m. in Bosco Plaza

Yearbooks can be picked up if already purchased or may be purchased at the event for \$52.05 plus tax.

**emerge**  
Kansas State University 2014  
Photo by Emily DeShazer